

INVOICE



Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
Main: (513) 763-5408
Billing: (513) 763-5500

www.local12.com

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
7669 Stagers Loop
Delaware, OH 43015

Send Payment To:

Local 12 WKRC-TV
Newport Television LLC
PO Box 841646
Dallas, TX 75284-1646

Invoice #	Invoice Date	Invoice Month	Invoice Period
52428-1	09/09/12	September 2012	08/27/12 - 09/07/12

Station	Account Executive	Sales Office	Sales Region
WKRC-TV	LSM LSM	Cincinnati	Local

Advertiser	Product	Estimate Number
Josh Mandel fo OHio US Se		2635

Flight Dates	Order #	Alt Order #
08/28/12 - 09/07/12	52428	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/28/12	09/03/12	6a Good Morn Cincinnati	6:00 AM-6:30 AM	1-111--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 --111-- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC W 08/29/12 6:11 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVGENMAND1223H \$800.00 NM									
2 WKRC Th 08/30/12 6:29 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVGENMAND1223H \$800.00 NM									
3 WKRC F 08/31/12 6:14 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVGENMAND1223H \$800.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WKRC M 09/03/12 6:16 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVGENMAND1223H \$800.00 NM									
2	08/28/12	09/03/12	CBS Morning News	7:00 AM-8:00 AM	11-1---	:30	3	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -1-1--- 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Tu 08/28/12 7:59 AM CBS Morning News 7:00 AM-8:00 AM :30 TVGENMAND1223H \$400.00 NM									
2 WKRC Th 08/30/12 7:41 AM CBS Morning News 7:00 AM-8:00 AM :30 TVGENMAND1223H \$400.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WKRC M 09/03/12 7:59 AM CBS Morning News 7:00 AM-8:00 AM :30 TVGENMAND1223H \$400.00 NM									
3	08/28/12	09/03/12	6a-8a Local 12 News Sat	7:00 AM-8:00 AM	-----1-	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----1- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Sa 09/01/12 7:39 AM 6a-8a Local 12 News Sat 7:00 AM-8:00 AM :30 TVGENMAND1223H \$450.00 NM									
4	08/28/12	09/03/12	M-F 10a-11a	10a-11a	--1-1--	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 --1-1-- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC W 08/29/12 10:19 AM M-F 10a-11a 10a-11a :30 TVGENMAND1223H \$350.00 NM									
2 WKRC F 08/31/12 10:35 AM M-F 10a-11a 10a-11a :30 TVGENMAND1223H \$350.00 NM									

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Newport Television LLC
PO Box 841646
Dallas, TX 75284-1646



<u>Invoice #</u> 52428-1	<u>Invoice Date</u> 09/09/12	<u>Invoice Month</u> September 2012	<u>Invoice Period</u> 08/27/12 - 09/07/12
<u>Advertiser</u> Josh Mandel fo OHio US Se		<u>Product</u>	<u>Estimate Number</u> 2635

www.local12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	08/28/12	09/03/12	M-F 10a-11a	10a-11a	--1-1--	:30	2	\$350.00	NM
5	08/28/12	08/30/12	Soap Rotator	1230p-2p	-1-1---	:30	2	\$850.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -1-1--- 2 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Tu 08/28/12 12:57 PM Soap Rotator 1230p-2p :30 TVGENMAND1223H \$850.00 NM									
2 WKRC Th 08/30/12 1:59 PM Soap Rotator 1230p-2p :30 TVGENMAND1223H \$850.00 NM									
6	09/02/12	09/02/12	CBS Sun Morn News	10:00 AM-10:30 AM	-----1	:30	1	\$1,100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -----1 1 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Su 09/02/12 10:29 AM CBS Sun Morn News 10:00 AM-10:30 AM :30 TVGENMAND1223H \$1,100.00 NM									
7	08/28/12	09/03/12	5p Local 12 News at Five	5:00 PM-5:30 PM	1111---	:30	4	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -111--- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Tu 08/28/12 5:22 PM 5p Local 12 News at Five 5:00 PM-5:30 PM :30 TVGENMAND1223H \$1,200.00 NM									
2 WKRC W 08/29/12 5:07 PM 5p Local 12 News at Five 5:00 PM-5:30 PM :30 TVGENMAND1223H \$1,200.00 NM									
3 WKRC Th 08/30/12 5:14 PM 5p Local 12 News at Five 5:00 PM-5:30 PM :30 TVGENMAND1223H \$1,200.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WKRC M 09/03/12 5p Local 12 News at Five 5:00 PM-5:30 PM :00 \$1,200.00 NM <div>See MG 7.5</div>									
5 WKRC F 09/07/12 12:27 PM Local 12 News at Noon 12p-1230p :15 TVGENMAND1224H \$250.00 BK 12:29 PM :15 TVGENMAND1224H \$250.00 <div>MG for 7.4 09/03</div>									
8	08/28/12	08/31/12	5p Local 12 News at Five	5:30 PM-6:00 PM	-11-1--	:30	3	\$1,400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -11-1-- 3 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Tu 08/28/12 5:55 PM 5p Local 12 News at Five 5:30 PM-6:00 PM :30 TVGENMAND1223H \$1,400.00 NM									
2 WKRC W 08/29/12 5:42 PM 5p Local 12 News at Five 5:30 PM-6:00 PM :30 TVGENMAND1223H \$1,400.00 NM									
3 WKRC F 08/31/12 5:54 PM 5p Local 12 News at Five 5:30 PM-6:00 PM :30 TVGENMAND1223H \$1,400.00 NM									
9	08/28/12	09/03/12	6p Local 12 News at Six	6p-630p	11111--	:30	5	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -1111-- 4 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Tu 08/28/12 6:27 PM 6p Local 12 News at Six 6p-630p :30 TVGENMAND1223H \$1,500.00 NM									
2 WKRC W 08/29/12 6:24 PM 6p Local 12 News at Six 6p-630p :30 TVGENMAND1223H \$1,500.00 NM									
3 WKRC Th 08/30/12 6:09 PM 6p Local 12 News at Six 6p-630p :30 TVGENMAND1223H \$1,500.00 NM									
4 WKRC F 08/31/12 6:24 PM 6p Local 12 News at Six 6p-630p :30 TVGENMAND1223H \$1,500.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WKRC M 09/03/12 6:25 PM 6p Local 12 News at Six 6p-630p :30 TVGENMAND1223H \$1,500.00 NM									

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52428-1	09/09/12	September 2012	08/27/12 - 09/07/12
Advertiser	Product	Estimate Number	
Josh Mandel fo OHio US Se		2635	

www.local12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	09/01/12	09/01/12	6pm Local 12 News Sat	6p-630p	-----1-	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----1- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC Sa 09/01/12 6:10 PM 6pm Local 12 News Sat 6p-630p :30 TVGENMAND1223H \$400.00 NM									
11	08/28/12	09/03/12	11p M-F Local 12 News 11p-1135p	11p-1135p	11111--	:30	5	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -1111-- 4 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC Tu 08/28/12 11:38 PM 11p M-F Local 12 News 11 11p-1135p :30 TVGENMAND1223H \$1,700.00 NM 2 WKRC W 08/29/12 11:22 PM 11p M-F Local 12 News 11 11p-1135p :30 TVGENMAND1223H \$1,700.00 NM 3 WKRC Th 08/30/12 11:49 PM 11p M-F Local 12 News 11 11p-1135p :30 TVGENMAND1223H \$1,700.00 NM 4 WKRC F 08/31/12 11:25 PM 11p M-F Local 12 News 11 11p-1135p :30 TVGENMAND1223H \$1,700.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1----- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WKRC M 09/03/12 11:26 PM 11p M-F Local 12 News 11 11p-1135p :30 TVGENMAND1223H \$1,700.00 NM									
12	08/30/12	09/03/12	Letterman	1135p-1235a	1--1---	:30	2	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 ---1--- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC Th 08/30/12 12:08 AM Letterman 1135p-1235a :30 TVGENMAND1223H \$550.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1----- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKRC M 09/03/12 12:31 AM Letterman 1135p-1235a :30 TVGENMAND1223H \$550.00 NM									
Total Spots							33		

Payment Terms 30 Days

<u>Gross Total</u>	\$34,150.00
<u>Agency Commission</u>	\$5,122.50
<u>Net Amount Due</u>	\$29,027.50

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